



ETERNAL  
DESIGNS

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# *Brand*

Eternal is a brand focused on the never-ending need for graphic design and creativity.

The brand was built to give our clients a versatile and creative design; The ability to create any design to fulfill their needs.

With a passion based around a modernized vision, Eternal will create designs that fit a clients wants and needs. During this process our designers will use creative colour schemes, illustrations, and other unique mediums.

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*Logo*



# *Logo Alternatives*



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# ETERNAL

Logo alternatives are different logos that have a different layout to make sure you have options no matter where you want to use it while still representing the same brand.

# *Logo Misuse*



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# ETERNAL

Should not be reflected / flipped.  
Should not be upside down.

# *Logo Clear Space*



It is very important to give the logo clear space so that no text, borders or images interfere with the logo.

# *Typeface*

MATRIX II TALL OT

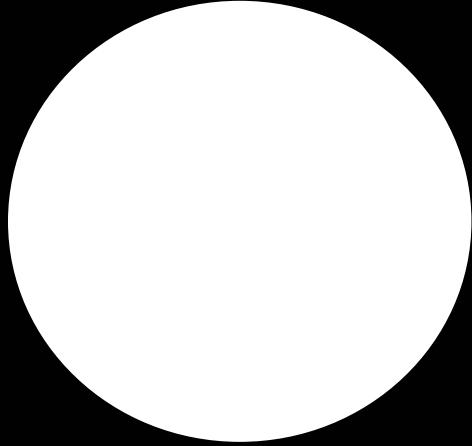
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Typeface refers to a group of characters, letters and numbers that share the same design. Each of these variations of the typeface is a font.

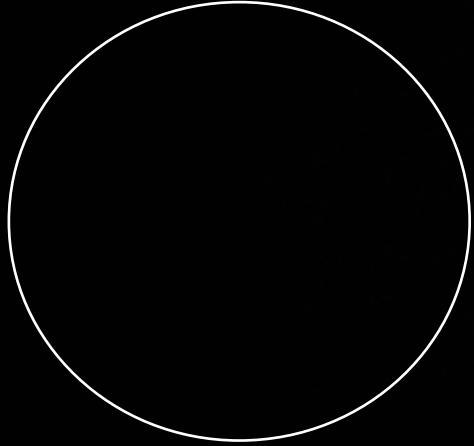
# *Colour*



White

HEX : #FFFFFF  
RGB : 255, 255, 255  
CMYK : 0, 0, 0, 0

White represents purity  
and innocence.



Black

HEX : #000000  
RGB : 0, 0, 0  
CMYK : 0, 0, 0, 100

Black represents being mysterious,  
seriousness and prestigious.

# *Colour Misuse*



ETERNAL

The main colours for the logo are black and white and should not be changed to any other colour.

# Merch



Eternal T-shirt



Eternal Backpack

Merchandise refers to any type of goods, including personal or commercial products, as well as commodities that are sold to members of the public (retail) or other businesses (wholesale).

# *Merch*



Eternal Mug



Eternal Water Bottle

# Stationary



+1 604-499-3051  
@michaelportelance  
michaelp@gmail.com

**MICHAEL  
PORTELANCE**  
Graphic Designer

Business Card

A business card represents your company's brand. Not only does it display important personal contact information such as name, title, email, social media and phone number, but it is also the first exposure to the overall image of the business.

**YOUR BRAND.  
YOUR STORY.**



*CALL NOW FOR A FREE CONSULTATION!*  
604-499-3051



#### SERVICES

- Company Brand Logos
- Typography
- Colour Palettes
- Creating Websites
- Books, Magazines, Newspapers
- Video Editing

Michael Portelance  
Graphic Designer  
604-499-3051  
michaelp@gmail.com  
www.etalent.com

Postcard

Postcards can be used to introduce new products and services, announce a sale or special offer, invite people to an event, drive traffic to a website or even serve as a coupon.

# Stationary



Dear,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



**Michael Portelance**  
CEO of Eternal Designs

560 Pacific Street, Vancouver, BC V6B5W7  
604-499-3051 | michaelp@gmail.com  
[www.etalndesigns.com](http://www.etalndesigns.com)

## Letterhead

A letterhead is for your branding to be recognizable across all of your business correspondence. While typically putting the logo at the top of their letter.

# *Stationary*

YOUR BRAND.  
YOUR STORY.



Designed by Michael Portelance

ETERNAL  
DESIGNS

A photograph of a man sitting at a desk, working on a computer. He is wearing a blue shirt and is focused on his work. The monitor shows a grid of icons. The ETERNAL logo is in the top right corner of the slide.

phone  
web  
email

604-499-3051  
[www.ernaldesigns.com](http://www.ternaldesigns.com)  
[michael\\_portelance@hotmail.com](mailto:michael_portelance@hotmail.com)

snapchat  
twitter  
instagram

@portelance  
@portelance3  
@michaelportelvnce

## Flyer

A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail.

# Website

The screenshot shows the homepage of the Eternal Designs website. At the top, there's a dark header bar with the text "WORLDWIDE SHIPPING" and a globe icon. Below the header are social media icons for Instagram, Twitter, and Facebook. The main navigation menu includes "HOME", "SERVICES", "SUBSCRIBE", a search icon, and a shopping cart icon. In the center, there's a logo of an angel holding a bow and arrow, with the word "ETERNAL" written below it. Below the logo is a navigation bar with links to "CONTACT", "DESIGNS", "FEATURED COLLECTION", "COVID-19", "SUPPORT", and "FAQs". The main content area features three images: a man working at a desk in a dimly lit room, a top-down view of hands using a laptop and a tablet, and a man working at a desk with a computer monitor.

**YOUR BRAND.  
YOUR STORY.**

[www.eternaldesigns.com](http://www.eternaldesigns.com)

A website is typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment, or social networking.

# *Voice*

Eternal is a graphic design brand. Here at Eternal we are a motivated, diverse, creative and a versatile brand.

Graphic Design is creating visual content to communicate messages. Our goal is to create something diverse and creative for each client. Our team is here to make meaningful art that leaves a forever lasting impact for consumers.

Our desire is to advance the graphic design industry and take it to the next level.

YOUR BRAND.  
YOUR STORY.

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ETERNAL